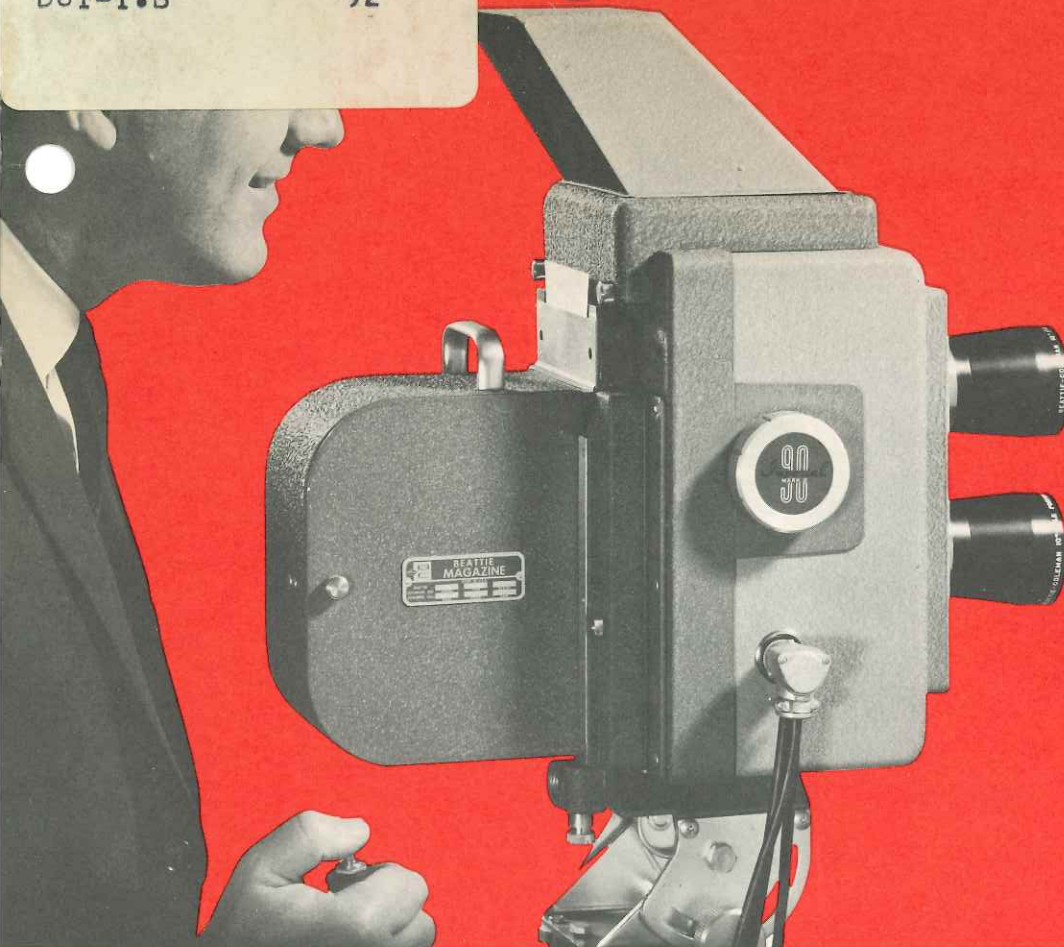




**BEATTIE
COLEMAN
PORTRONIC®
AUTOMATIC ELECTRIC
CAMERAS & ACCESSORIES**

Modern Efficiency for the Professional Photographer

The greatest single advancement in providing modern efficiency for the photographic studio is the all-electric, completely automatic Beattie-Coleman Portronic®. At the same time, this fine camera produces portraits comparable to those made with the old fashioned view camera. If you are in business to make money, you cannot afford to overlook this modern concept of efficient photography.

SAVES STUDIO TIME The simple press of a Portronic button takes the photograph, synchronizes flash, identifies the negative, advances the roll film, re-sets the shutter and you're ready for the next picture in seconds. Make from 200 to 900 shots (depending on film size) in rapid succession without re-loading. Develop any portion. No fumbling with film holders and slides, re-setting shutter, etc. between takes.

SAVES DARKROOM TIME Costly time spent loading and unloading film holders is eliminated. Roll film cuts processing time and expense to a minimum.

MORE SITTINGS PER DAY Without increasing your studio overhead or personnel, a Portronic enables you to handle far more sittings per day . . . with higher profit.

BETTER PORTRAITS A Portronic frees you from most of the "mechanical" procedures of picture-taking and allows you to concentrate on the art of portraiture. Because there is no delay between takes, your subject is less nervous and fidgety. Rapid-sequence shooting enables you to catch those fleeting, "natural" expressions. Have you ever noticed how your subject relaxes right *after* you've made the shot? That's the picture you get with a Portronic.

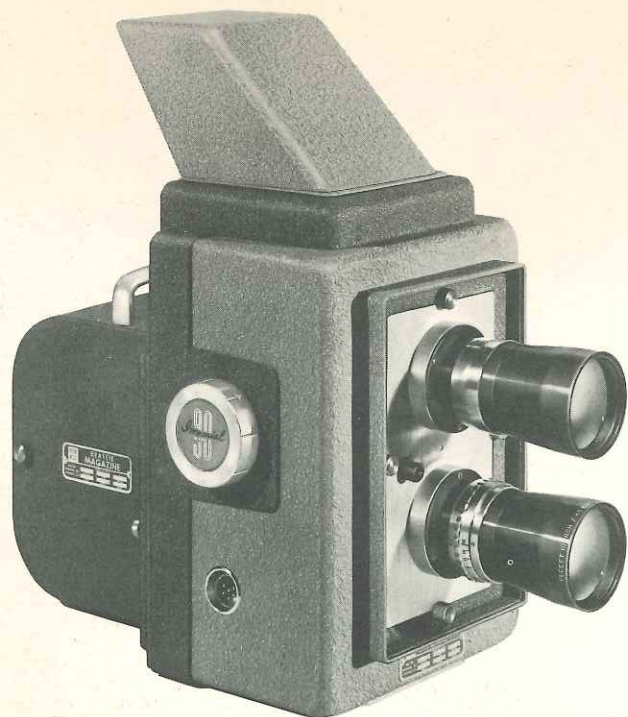
FEWER SECOND SITTINGS More natural-looking portraits and more poses to choose from eliminate many costly second sittings.

SAVES ON FILM The cost per picture with roll film in a Portronic is far less than with cut film in other cameras.

SATISFIED CUSTOMERS Nothing builds a business faster than satisfied customers. People like the fast simplicity of Portronic photography, they like the results and they tell their friends about you.

VOLUME PHOTOGRAPHY In addition to increasing profits on your regular portrait business, a Portronic will enable you to handle school photography, ID pictures and other highly profitable volume assignments.

More Portronics® are in use than all other automatic electric studio cameras combined



PORTRONIC "90"

The Beattie-Coleman Portronic "90" is designed for the studio desiring the ultimate in automatic photography. Its smart, modern appearance is matched by its fine performance. Through interchangeable lenses, it is equally suited for close-up, full-length or group portraits. Two large focusing knobs permit fast, accurate focusing from either side. Twin lens reflex permits simultaneous viewing and shooting. Large viewing hood presents image right-side-up and is movable to permit viewing from all sides. Parallax correction is automatic.

The back rotates for horizontal or vertical format. Accepts 90mm (3½") or 70mm magazines and can be adapted for split/70, 46 or 35mm. Connector is provided for strobe light synchronization. A negative identifier records number or name of subject (written on card) on 90 or 70mm film. Pose identifier (accessory) prints identifying letter on each pose (up to 12).

SPECIFICATIONS

LENSES: Mounted in matched pairs on interchangeable lensboard.

162mm (6¾") f/4.5 to f/22.

190mm (7½") f/4.5 to f/22.

250mm (10") f/4.5 to f/22.

250mm w/½" Spacers. f/4.5 to f/22.

SHUTTER: Electric. Automatic. Interlocked. 1/50th (1/25th available). Synchronized for electronic flash.

MAGAZINES: 90mm (75 ft.), 70mm (100 ft.) full frame and split frame attach directly to camera back; 46mm and 35mm require

adapter. 4 x 5 back available for single shots and other Graflex accessories.

VIEWFINDER: Reflex viewer with large ground glass and Ektalite lens, coupled parallax correction, vertical and horizontal format. Rotates 360° in 90° increments. Subject is seen right side up.

NEGATIVE IDENTIFICATION: Name or number written on card records on 90mm or 70mm film. Direct reading. Pose identifier optional. See above.

CAMERA BACK: Back rotates without removing film magazine. Positive detent.

ELECTRICAL: 110-120V AC. 50-60 cycle.

DIMENSIONS: 16¼" high x 9½" wide x 14" long with magazine.

WEIGHT: Approx. 24 lbs. with 250mm lenses and empty magazine.

LENS/SUBJECT SPECIFICATIONS

LENS	MINIMUM SUBJECT DISTANCE	MAXIMUM SUBJECT DISTANCE	MAXIMUM HEAD SIZE (AVERAGE)
162mm	3'6"	16'0"	2"
190mm	5'4"	Inf.	1-1/2"
250mm	6'0"	27'5"	2-3/32"
250mm w/1/2" Spacers	5'0"	15'0"	2-1/2"

Answers to a Few Questions

Q. What films are available for Portronics?

A. A wide variety of Portrait-type roll films in various widths are made by all leading manufacturers.

Q. Is negative retouching possible?

A. 70 and 90mm film can be retouched successfully in the usual way.

Q. Can vignetting and diffusing be achieved?

A. The same as with view cameras.

Q. Can full length portraits be made?

A. Yes, with Portronic "90" and "A."

Q. Is parallax correction possible?

A. Yes, on Portronic "90," "A" and Manual. Completely automatic.

Q. Is double exposure possible?

A. Not on Portronic "90" or "A". Film advances automatically.

Q. How about flash synchronization?

A. Fully automatic. X sync built in.

Q. Is a Portronic justified in a low volume operation?

A. Normally, yes. A Portronic will save time and increase volume.

Q. How about service?

A. Over 100 dealers carry the Portronic line. Nationwide service.

Q. Is leasing possible?

A. Portronics can be leased or bought on time. Ask your dealer or write.

Pressing ONE button replaces EIGHT steps!



1.

Loading
film holder



2.

Opening shutter and
diaphragm to check focus



3.

Inserting
film holder



4.

Re-setting diaphragm
and shutter



5.

Pulling
dark slide



6.

Tripping
shutter



7.

Replacing
dark slide



8.

Removing
film holder

MODEL "A" PORTTRONIC

Most widely used automatic camera for school photography, portraiture and I.D. pictures. Has same features as Portronic "90" except range of lenses (below) and maximum film size is 70mm. Split/70, 46 and 35mm magazines also available. The Model "A" Portronic is fine Beattie-Coleman quality throughout. Many have been in constant use for over 20 years. This *new* model incorporates a larger viewfinder, improved parallax control, new f/4.5 lens and new ball bearing focusing track.

MODEL "A" SPECIFICATIONS

LENSES:

127mm (5") f/4.5 to f/45.

135mm (5¼") f/4.5 to f/32.

162mm (6⅝") f/4.5 to f/22.

190mm (7½") f/4.5 to f/22.

SHUTTER: Electric. Automatic. Interlocked. 1/50th. Synchronized for electronic flash.

MAGAZINES: 70mm, 46mm and 35mm electric magazines interchangeable. 100 ft. capacity.

VIEWFINDER: Large ground glass with true parallax correction.

NEGATIVE IDENTIFICATION: Name or number prints in corner of

70mm frame. Pose identifier (accessory) records identifying letter on up to 12 separate poses.

CAMERA BACKS: Standard back is vertical format. Horizontal back for split/70mm and revolving backs optional.

ELECTRICAL: 110V - 120V A.C. 50-60 cycle.

DIMENSIONS: 11½" high x 6" wide x 14½" long with magazine.

WEIGHT: Approximately 16 lbs. with lenses and empty 70mm magazine.



MANUAL PORTTRONIC

Has most features of the Model "A," but is non-electric and can be used where power is not available. 70mm only. Interchangeable 100 ft. magazines. Film advance is fast, easy by turning knob. Positive detent. Reflex viewing. Automatic parallax correction. Variable speed shutter. Internal flash synchronization. Light, portable. Battery operated negative identification.

SPECIFICATIONS

LENS: Elgeet 162mm f/4.5 to f/32. Matched taking and viewing lenses.

SHUTTER: Variable speed: 1 sec., 1/25th, 1/50th, 1/100th, 1/150th, time & bulb. Built-in flash sync.

MAGAZINE: 70mm. 100 ft. Vertical or split/70mm. format.

VIEWFINDER: Full size. Ground glass focusing. Automatic parallax correction.

NEGATIVE IDENTIFICATION: Re-

records name or number on film margin. Battery operated.

DIMENSIONS: 11½" high x 6" wide x 14½" long with magazine.

WEIGHT: Approx. 15 lbs. with lens and empty magazine.

35mm SANTA/SCHOOL CAMERA

An economical, all-electric, automatic camera for volume photography where the subjects are positioned at a constant distance from the camera. 35mm only. Single or double frame. Vertical or horizontal format. Interchangeable magazines. Built-in flash sync. Ground glass focusing panel. Viewfinder optional. Daylight or darkroom loading. Ideal for "Santa Claus" pictures, schools, micro-filming, copying, etc.

SPECIFICATIONS

LENS: Optional. Accepts any lens in Exakta type mount.

SHUTTER: Electric. Automatic. Interlocked. 1/50th. Sync.

MAGAZINE: 35mm only. 100 ft. Perforated or unperforated.

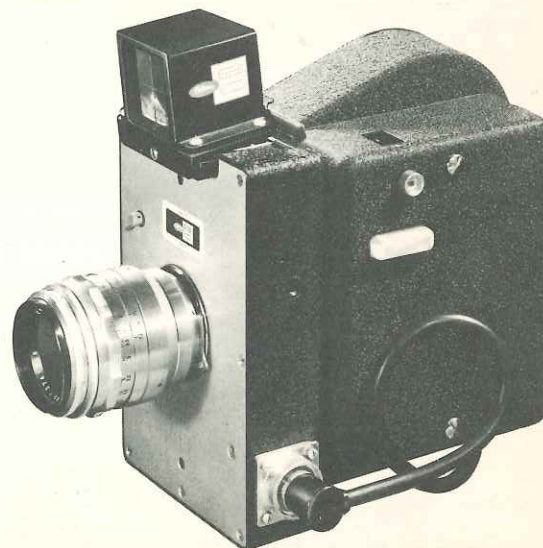
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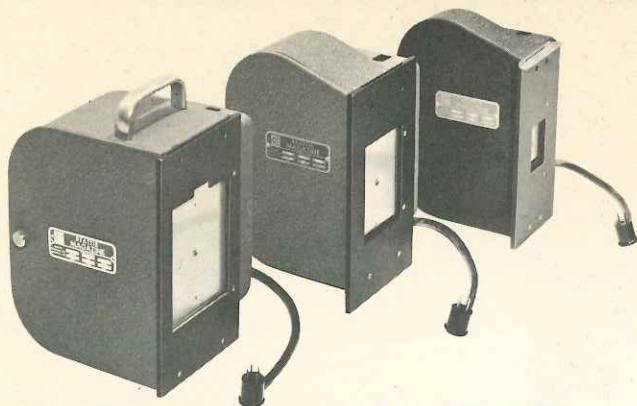
FOCUSING: Ground glass focusing panel.

ELECTRICAL: 110-120V. A.C. 50-60 cycle.

DIMENSIONS: 8" high x 4½" wide x 7½" long with magazine.

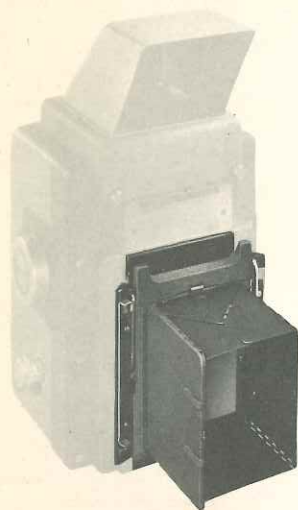
WEIGHT: Approx. 7½ lbs. with magazine, but without lens.





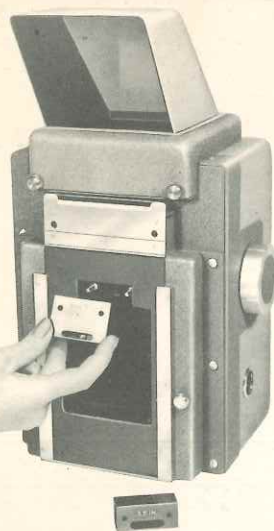
ELECTRIC MAGAZINES

Extra magazines enable the portrait photographer to reload instantly with no loss of time or to change from one size film to another. Variety of apertures: 35, 46, 70 and 90mm. Fast, easy loading. Frame counters built in most models. Film notchers optional. 115V AC. 50/60 cycle.



4x5 BACK

The 4 x 5 back increases the versatility of the Portronic, permitting single shots when required. Accepts 4x5 cut film, 4x5 Polaroid film or any Graflok accessory. Fits Portronic "90."



OPTICAL MODULES

For negative identification on 90mm and 70mm formats with Portronic 90, optical modules plug in and are easily interchangeable. No tools required.

*"Tree
Photograph"
984-3200*



CARRYING CASE

Provides maximum protection for camera and accessories. High-impact molded Royalite construction. Form-fitting foam rubber inserts. Portronic 90, Model A and Manual Portronic models.



STUDIO DOLLY

Gives studio cameras complete maneuverability. Rolls easily on 4" rubber wheels. Foot-operated locks hold securely. Raises and lowers easily with hand crank. Locks in any position. Geared head revolves 360°, tilts 45° up, 90° down. Sturdy steel. Max. ht. 57"; Min. ht. 38½"; Width 26½"; Length 26½"; Wt. 37 lbs.

Mr. Acton.

COLEMAN

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Sold through authorized Portronic dealers.
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